



MUSLIM STUDENTS SOCIETY OF NIGERIA
GOMBE STATE UNIVERSITY BRANCH



CAREER FAIR



DARE TO DREAM

UNLOCKING GLOBAL POSSIBILITIES

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Sunday, 25th Jumaadal Uulaa 1447 AH
16th November 2025 CE



Why this lecture matters

- Graduates struggle with campus to career transition
- Increased competitiveness of the job market
- Students are not exposed to the job market
- Graduates struggle with campus to career transition
- Global opportunities are expanding



LEARNING OBJECTIVES



Understand Professional CV/Resume Writing



Learn the Job-Winning Strategy

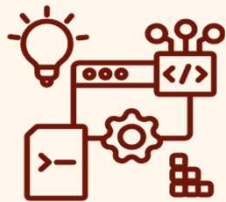


Build a Strong Personal Brand

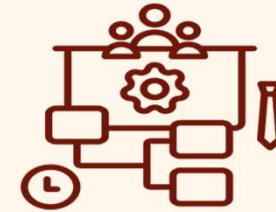


Gain confidence for interviews

MINDSET SHIFT



VS



The Campus Mindset

Focus: Grades, Courses, Theory

Goal: To highlight all academic achievements and coursework completed

The Industry Mindset

Focus: Value, Skills, Applied Knowledge

Goal: To show a company how you can solve their specific problem and add value

MEET YOUR 1st INTERVIEWERS

01

The ATS (Applicant Tracking System)

“ATS is a software application for human resources (HR) that helps organisations manage recruitment and hiring tasks digitally” – SAP

E.g. Workday, Workable, Oracle Taleo, BambooHR, Zoho Recruit, etc

A bot reads your CV first. It scans for **keywords** and **phrases** from the job description (e.g., “Customer Service,” “Project management,” “Data Analysis”).

Implication: If your CV isn't formatted for an ATS, a human may never see it. Use simple formats, standard fonts, and keyword alignment.

02

The Human Recruiter

Once it passes the ATS, a human scans for **impact**, **relevance**, and **clarity** in just a few seconds.

Typically, 6-8 seconds!!!

ANATOMY OF A CV



Contact & Summary

- ☐ Name
- ☐ Professional e-mail
- ☐ Phone Number
- ☐ Address
- ☐ “Professional Summary” that highlights your key skills and career goals
- ☐ Avoid things like **tribe, religion, multiple phone numbers, state of origin, marital status** except if specifically requested in the job advert



Education & Certifications

- ☐ As a student/recent graduate, this comes next.
- ☐ Begin with your highest qualification first
- ☐ Include degree, institution, year of graduation



Experience & Skills

- ☐ The most critical section
- ☐ List internships, SIWES experience
- ☐ List your most recent role first
- ☐ Include company name & duration
- ☐ Job Title and impactful achievements
- ☐ Create a “Skills” section (e.g., Effective Communication Skills, MS Excel, PPT, Presentation & Public Speaking, Data Entry, Professional Writing etc)

Referees

- ☐ Provide professional/academic referees whom you have notified, or leave as “*Available on Request*”

ANATOMY OF A CV

CHARLIE JOHNSON

010 234 567 | cjohnson@gmail.com | London, England

Driven hotel assistant manager with 5+ years experience in the customer service industry, including in restaurant and hotel management. Achieved an increased revenue of 15% as a Restaurant Manager, and improved service standards as an Assistant Hotel Manager. Looking to further my managerial, leadership and customer care skills as General Manager of the Outlook Hotel in London.

Skills

- Hotel Management
- Hospitality Management
- Team Leadership
- Guest Satisfaction
- Covid-19 hospitality protocols
- Fluent in French and English
- Food Safety Qualification

Certifications

Hotel Leadership Conference 2021, London

Professional experience

2020-2023 - The Estate Hotel Assistant Manager | London, UK

- Assisting the general manager with the entire hotel operation, and overseeing a staff cohort of 100 people.
- Assisting in the management of front of house and catering in particular.
- Financial management of revenue.
- Recruiting and training new staff members.
- Ensuring safety and hygiene protocols were enforced.

2017-2020 - The White Horse Restaurant | Manchester, UK

- General Manager
- Bar and Waiting Staff
- Managed a team of 20 front-of-house and kitchen staff.
- Oversaw the daily operations of the restaurant, including requests and complaints.
- Trained and supervised staff.
- Ensured a safe working environment to reduce risks to staff and customers.

Education

International Hospitality Business Management BSc (Hons) at Manchester Metropolitan University (First Class).

- Undergraduate thesis titled *The French Revolution of The Hotel Industry. An Analysis.*

St Michael's High School, Liverpool

- A Levels in Business (A), French (B), History (A).
- 9 GCSEs, including English (A), Mathematics (B), History (A*), French (B), Music (A).

Winner of the Young Enterprise Business Competition

FINDING YOUR TEMPLATE



Microsoft Word

- ✓ Start with built-in templates. They are simple, professional, and 100% ATS-friendly.
- ✓ Navigated from MS Word App (File > New from Template).
- ✓ Or MS Word Cloud
(<https://word.cloud.microsoft/create/en/resume-templates/>)



Flow CV

- ✓ Great for visual CVs (e.g., design, marketing). **Warning: Complex designs may not be ATS-friendly.**
- Use with caution for corporate roles.
- ✓ Web address: <https://flowcv.com/>



teal

- ✓ Free AI-resume builder
- ✓ Great for ATS-friendly resumes in minutes. unlimited downloads.
- ✓ Web address: <https://www.tealhq.com/tools/resume-builder>

Others include:

- ✓ Canva: <https://www.canva.com/resumes/>
- ✓ Enhancv: <https://enhancv.com/>

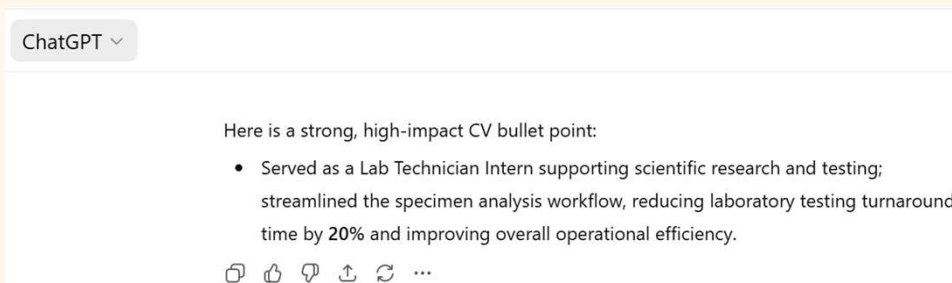
YOUR AI CO-PILOT: PROMPT ENGINEERING

Use Generative AI (like ChatGPT, Gemini, or Poe) as a writing “Assistant”, not a replacement



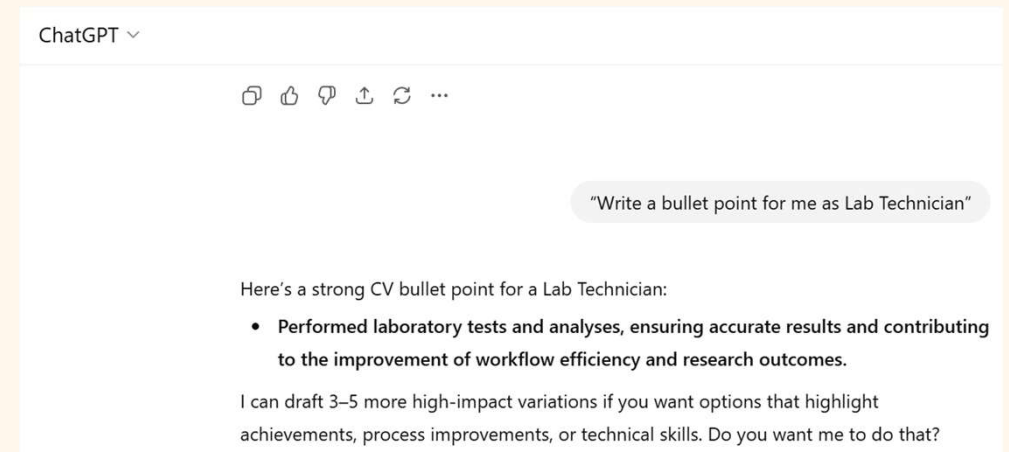
Strong Prompt

“Act as a professional CV writer. I was a Lab Technician during my internship ,supporting scientific research and testing. I helped to streamlined our laboratory’s specimen analysis process which reduced testing turnaround time by 20%. Rewrite this as a high-impact bullet point for a CV.”



Weak Prompt

“Write a bullet point for me as Lab Technician”



SHOW IMPACT

Don't just list Duties or Responsibilities. Show Impact!

- ✓ Use Action Verbs (Led, Achieved, Spearheaded, Optimized etc)
- ✓ Quantify your achievements
- ✓ Focus on the Impact



- Responsible for Collecting and Analysing Data to provide valuable insights



- Collected and analyzed data sets with 95% accuracy, delivering insights that improved reporting efficiency by 25% and strengthened decision-making.

THE #1 JOB WINNING STRATEGY: TAILORING

- ✓ **Analyze the Job Description:** Circle keywords related to skills, software, and responsibilities.
- ✓ **Mirror the Language:** If they ask for "project management," use that exact phrase, not "handled projects." This beats the ATS.
- ✓ **Tailor your CV to the targeted industry:** Study job descriptions and mirror key phrases. There is no “one-size-fits-all” CV!

YOUR 24/7 NETWORKING TOOLS & JOB BOARDS

🔍 TIPS ON MANAGING PROFILE ON JOB BOARDS & NETWORKS✕

- ✓ Professional Photo: Clear, head-and-shoulders. Profiles with photos get more views.
- ✓ Headline: Keep it brief and targeted. Mention your field, key skills, and career interest in one line.
- ✓ "About" Section: This is your story. Write in the first person about your passion, skills, and what you're looking for.
- ✓ Get Recommendations: Ask managers from internships or professors for a brief recommendation.



POPULAR JOB SEARCH WEBSITES



<https://www.linkedin.com/>



<https://www.jobberman.com/>



<https://www.hotnigerianjobs.com/>



<https://ng.indeed.com/>

GENERAL TIPS ON CV/RESUME BUILDING

- ✓ Don't name your CV "Curriculum Vitae". Name the file exactly as your name on the CV
- ✓ Eliminate spelling and grammar errors
- ✓ Be truthful. Never exaggerate qualifications or experience. Dishonesty can ruin your career prospects.
- ✓ Make your CV 1-2 pages maximum. Do not overload with details.
- ✓ Avoid generic objectives ("To work in a challenging environment...").
- ✓ Treat job searching like a full-time role until you secure one!!!



COVER LETTER

AND INTERVIEWS

SIMPLE COVER LETTER FORMULA

- ✓ Intro: Who you are + role
- ✓ Fit: Why you're qualified
- ✓ Evidence: Key achievements
- ✓ Closing: Appreciation + call to action

INTERVIEW PREPARATION

- Research the company
- Understand the role
- Practice common questions
- Dress professionally
- Prepare questions to ask

SOME COMMON INTERVIEW QUESTIONS

- Tell me about yourself
- Walk me through your CV.
- Why should we hire you?
- What are your greatest strengths
- Where do you see yourself in 5 years?
- Describe a time you solved a difficult problem.

THE STAR TECHNIQUE

S – SITUATION

- What was happening?

T – Task

- What was your role or goal?

A – Action

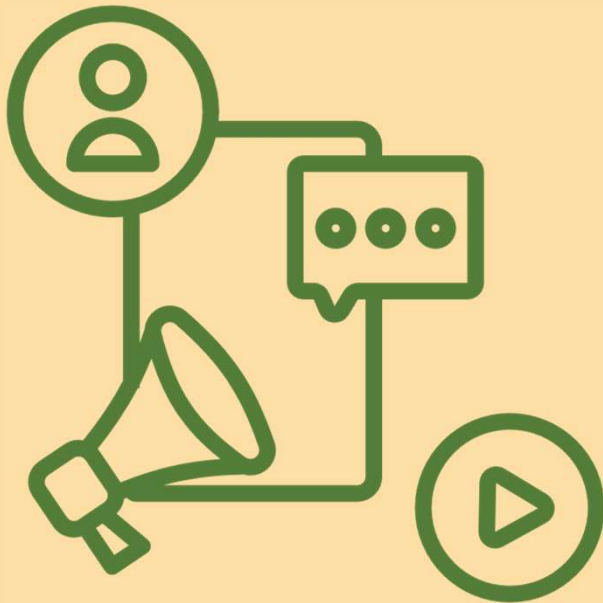
- What steps did you take?

R – Result

- What was the outcome?

ACTION PLAN/NEXT STEPS

1. Build a strong CV
2. Apply actively
3. Learn new skills quarterly
4. Improve LinkedIn
5. Practice interview skills
6. Aim beyond local opportunities



● ●

THANK YOU

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